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# Food and Home Notes

UNITED STATES DEPARTMENT OF AGRICULTURE · WASHINGTON, D.C. 20250

35TH YEAR

MAY 8, 1978

## CONSUMER BUYING TRENDS

### -----ON CLOTHING

Consumer expenditures for clothing and shoes averaged about \$373 per person during the first three quarters of 1977, according to preliminary figures reported by the Science and Education Administration at the U.S. Department of Agriculture. That's about \$18 higher than in 1976. Inflation was more responsible than increased buying, it appears.

Retail sales were generally slow early in 1977, probably due to the abnormally cold weather during January and early February when fuel prices and other weather-related food prices reduced the amount of income that consumers allowed for retail purposes such as clothing. The severe cold did, however, increase sales of sweaters, thermal underwear, hats, and gloves.

Attitudes towards clothing have changed in recent years with a more casual lifestyle bringing about a relaxed attitude toward clothing. Jeans have become a major influence, as have separates that provide for mix and match variety. Active sportswear, such as jogging suits, have become popular. Instead of faddish items, consumers lean toward garments with basic utility and permanence.

## SUMMARY AVAILABLE

A new weekly summary, "Marketing Order Actions," is available from the Information Division of Agricultural Marketing Service. It briefly describes all actions under federal marketing orders for fruits, vegetables, and speciality crops for one week. To receive the bulletin, write Information Division, 3624-S, AMS, USDA, Washington, D.C. 20250; or call (202) 447-2399.

## HUMAN NUTRITION POLICY

A Human Nutrition Policy Committee has been established by Secretary of Agriculture Bob Bergland to coordinate U.S. Department of Agriculture nutrition programs, including food assistance, safety, quality, research and education.

The committee will be co-chaired by Carol Tucker Foreman, assistant secretary for food and consumer services, and M. Rupert Cutler, assistant secretary for conservation, research and education.

"There is now a widespread and intense domestic and international concern about the food we eat, what it costs and what its effects are on human health, performance and behavior," Secretary Bergland said. Human nutrition activities conducted by the department for many years must now be "enlarged, coordinated and given strong nutrition policy direction."

Among its functions, the committee will recommend to the secretary, through the Program and Budget Review Board, appropriate nutrition policies and programs. It will also assure closer coordination between the department's human nutrition research activities and the nutritional aspects of other programs.



## FOOD CLIPS

Flavored milks are made by adding fruit juice, or other natural or artificial food flavorings such as strawberry, chocolate sirup, or cocoa to pasteurized milk.

\* \* \*

Evaporated milk should always be refrigerated after opening, according to U.S. Department of Agriculture home economists.

\* \* \*

Sweetened condensed milk is prepared by removing about half the water from whole milk---it usually has at least 40 percent sugar added to help preserve it.

\* \* \*

To whip heavy cream chill well first. Also chill the bowl. Don't overwhip (it will have a grainy look).

\* \* \*

Unopened fruit-flavored yogurt may be frozen up to 6 weeks. To defrost, let the yogurt stand at room temperature about 3 hours.

\* \* \*

Milk is cultured with a special bacteria to make custard-like yogurt. It has more nutritive value than whole milk because it is made from a concentrated milk, yet has no more milkfat than lowfat milk.

\* \* \*

If yogurt appears to have separated, just stir the liquid back into the yogurt. With fruit yogurt, always stir before using, to assure an overall flavor of the fruit.

## YOUNG PEOPLE -- AND JOBS

Sixty-five million dollars has been allocated to employ jobless young people for conservation work on non-federal public lands. The Young Adult Conservation Corps expects to enroll some 22,000 young adults, age 16 to 22, in both federal and state programs during 1978. All economic backgrounds will be represented. Funds will be distributed on the basis of each state's percentage of the nation's youth population, with California, New York and Texas getting the largest amount of this funding. Interested candidates should apply at their state employment office. The program is operated by the U.S. Departments of Agriculture and Interior.

ABOUT

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ME

Penelope W. Linck, is the new wine and food editor of House and Garden magazine in New York. She's been with House and Garden nearly six years as assistant editor to Jane Ellis who has now moved over to become lifestyle editor at the New York Post...Bob Heisler is her assistant now at the Post....Nancy Newhouse, former senior editor at House and Garden before joining the New York Times as editor of the Home section last year, has now moved into the editorship of their new department, Living Style, which encompasses all the Family/Style pages.....Jim Reynolds, former USDA/ARS staffer, now covering legislation on the Hill, tells us that the Denver Post is using a rotating system to give staffers a one year stint in their Washington office...Jim's daughter, Gwen, is following dad's footsteps in the news business. Just out of college, she is now working in the tri-town bureau of the Oneonta (N.Y.) Star.